

CULTURE NEWSLETTER

four

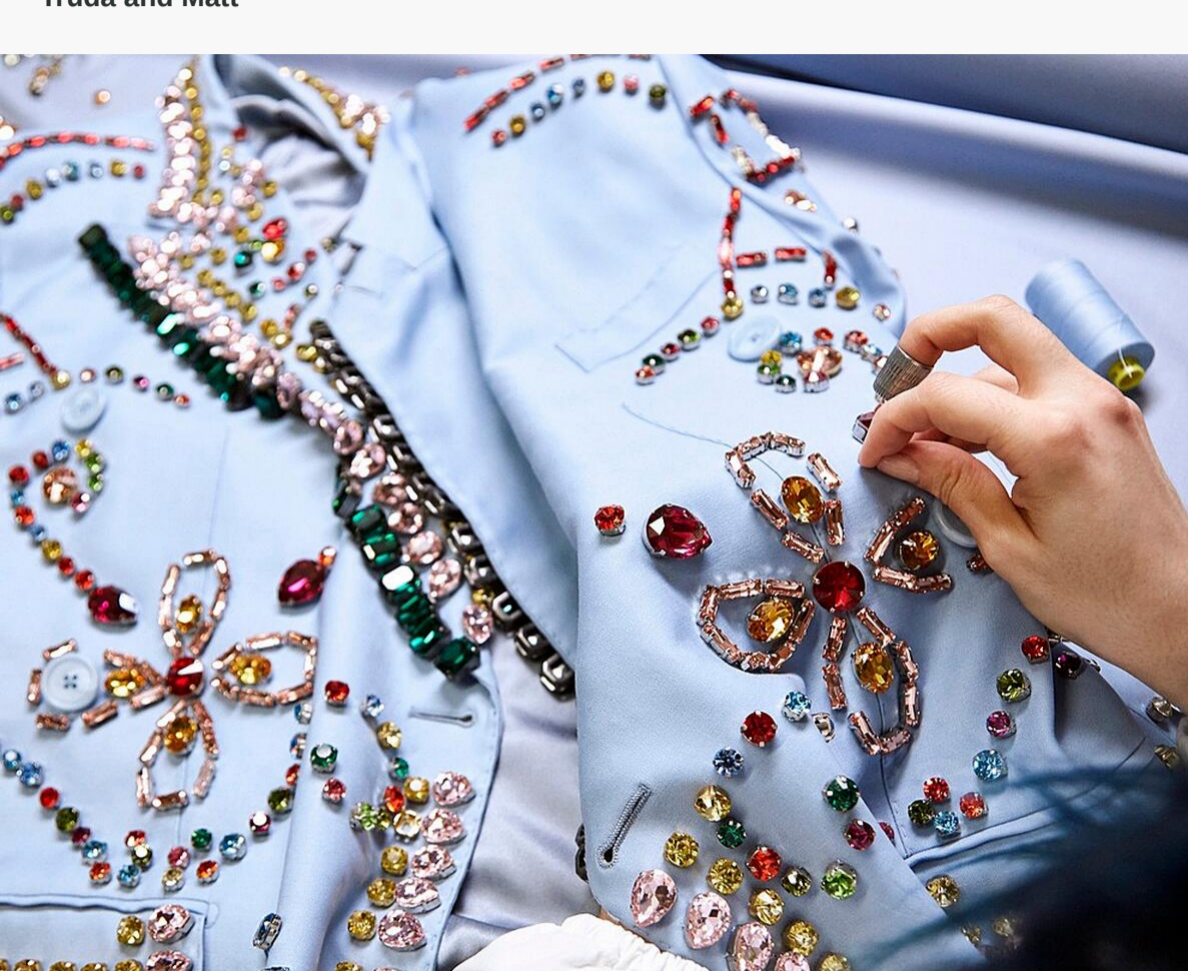


DON'T RAIN ON MY PARADE

Summer can be a time for celebration, for coming together and even (occasionally) enjoying the weather. That's certainly been the case in South London, as Croydon London Borough kick started a summer of festivals, with events ranging from Pride and Mela to Croydon Carnival taking place across the buzzing borough. But the team have been working to highlight more serious issues, and mark important anniversaries. Our work with Acme Studios this month has highlighted the precarious present and future that faces artists in the capital. The story has caught the media's attention, and crucially is already having an impact in focusing minds on how to address the issue. We also continued out work with the Polish Cultural Institute to unveil a new sculpture marking an important figure in Anglo-Polish relations. Looking ahead, we also announced this year's judges for the Royal Society Science Book Prize, the winner of which will be announced this autumn, while our colleagues in the Gulf launched an exciting new collaboration between Abu Dhabi Music & Arts Foundation and Dolce & Gabbana. And finally, we introduce our colleague Titilope Ogunnaike, who some of you may remember from her time on the culture team, to hear about the work she's leading across the company helping clients grow campaigns that spotlight identity and culture.

All the best,

Truda and Matt



A FASHIONABLE COLLABORATION

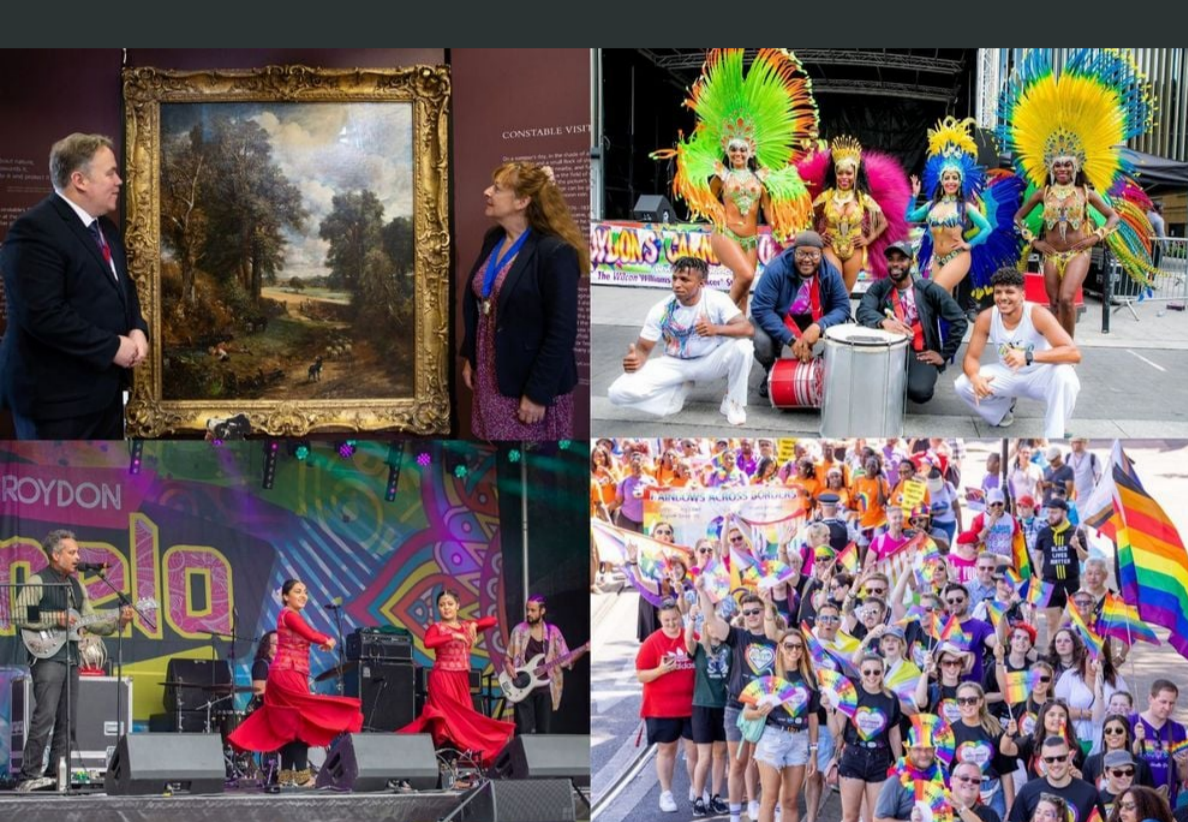
During spring 2023, the Four Lifestyle team co-hosted an intimate press lunch for top-tier media to celebrate a groundbreaking collaboration between Abu Dhabi Music & Arts Foundation (ADMAF) and the esteemed Italian fashion house, Dolce & Gabbana.

The event was a huge success with key media including Harper's Bazaar Arabia, Vogue, The National Luxury, Fact Magazine, Villa88, a&e, Al Bayan, Al Khaleej, Al Itihad attending. Media were also offered the opportunity to view an exclusive jewellery collection during the event which was hosted at the iconic Emirates Palace.

Dolce&Gabbana X ADMAF Design Awards 2023 are dedicated to shining a light on emerging Emirati designers within the fields of fashion, jewellery and fragrance. The prestigious prizes will provide new creative talent with unparalleled training, guidance, and mentoring, enabling them to forge a career within fashion and design.

The shortlisted designers will benefit from an exclusive opportunity to intern at the Dolce & Gabbana headquarters in Italy, where they will be able to develop their creations under the mentorship of some of the industry's finest creative masters, within the fields of fashion, jewellery and fragrance.

The pinnacle of this transformative journey will be the Abu Dhabi Festival in spring 2024, where the result of the student's endeavours will grace the international stage.



CAPTIVATING CROYDON | A MONTH OF CELEBRATION

July has been a month of jam-packed events for this year's London Borough of Culture, Croydon. Kicking off on the 4th, we saw John Constable's *The Cornfield*, one of the most beloved paintings from the National Gallery, arrive at Thornton Health Library to correspond with local photographer, Ameena Rojee's new exhibition 'Rural Croydon', exploring the borough's countryside and celebrating the natural world. The exhibition is running until 31st July.

The summer of festivals also began in July, starting with Croydon Food Festival on 2nd July, and Croydon Fields family festival to coincide with the 'Rural Croydon' exhibition on 8th July. Next up was CR Talent on 13th July, a new youth festival showcasing Croydon's young performers and future stars, and the following Saturday things really hotted up as Croydon Pride took to the borough. Saturday 15th July, saw London's second largest Pride festival, with special headline acts such as former lead vocalist of *M People* Heather Small and winner of *Ru Paul's Drag Race* season 4, Danny Beard. Celebrating Croydon's diverse Asian communities, we saw Croydon Mela hit the town on 16th July, with show stopping music and dance performances, including headliner H-Dhami, alongside interactive workshops, and a melting pot of food and craft stalls. The final instalment of the Croydon Summer Festivals was Croydon Carnival, which took place on 30th July and for the first time ever, paraded through the centre. We saw headline acts such as 90's UK garage duo Artful Dodger and soul artist Ivy Chandel alongside dance performances from Croydon based Brit School.

The fun doesn't stop there, head to [This is Croydon](#) and check out the upcoming events, we're sure you won't be disappointed!



ACME STUDIOS SURVEY ELEVATES ARTISTS IN THE CITY

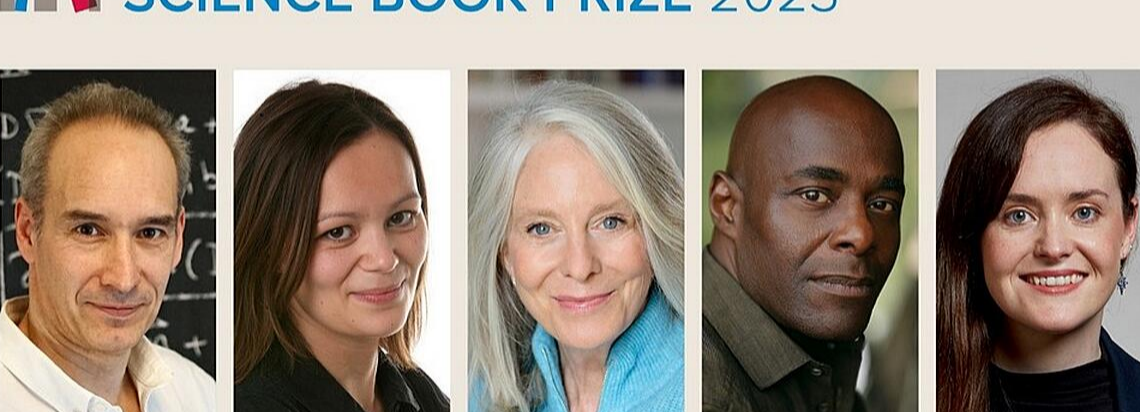
We've been working with Acme Studios - the largest provider of permanent affordable artist studios in England - as they mark their 50th anniversary this year. Acme was founded by artists, for artists, to help support them in times of financial crisis and enable them to continue their practice.

What was a challenge for many in 1973 is now an acute crisis, as the property market and wider cost of living crisis faced by the country collides with deep sectoral changes. To highlight this, we crafted a high-impact news story based around Acme's annual tenant survey, which showed that only 12% of Acme artists who responded could support themselves solely through their artistic practice, 40% could not afford to contribute to savings or pension while a third doubt their ability to work professionally in five years' time.

The story struck a chord, and following an exclusive in *The Observer*, we secured coverage in *The Arr Newspaper*, *Evening Standard*, *WhyNow*, *ArtsProfessional* and *Artnet*. We also placed op-eds for Acme spokespeople in *Arts Industry* and *ICON*, providing the charity with a platform for commentary on the challenges facing artists in London, and it was picked up on BBC London Politics when discussing the Mayor's response to the challenge.

As a result of this coverage, there has been a huge response from the sector and key political stakeholders, and conversations are now underway to address how best to tackle the issue collaboratively.

THE ROYAL SOCIETY · TRIVEDI SCIENCE BOOK PRIZE 2023

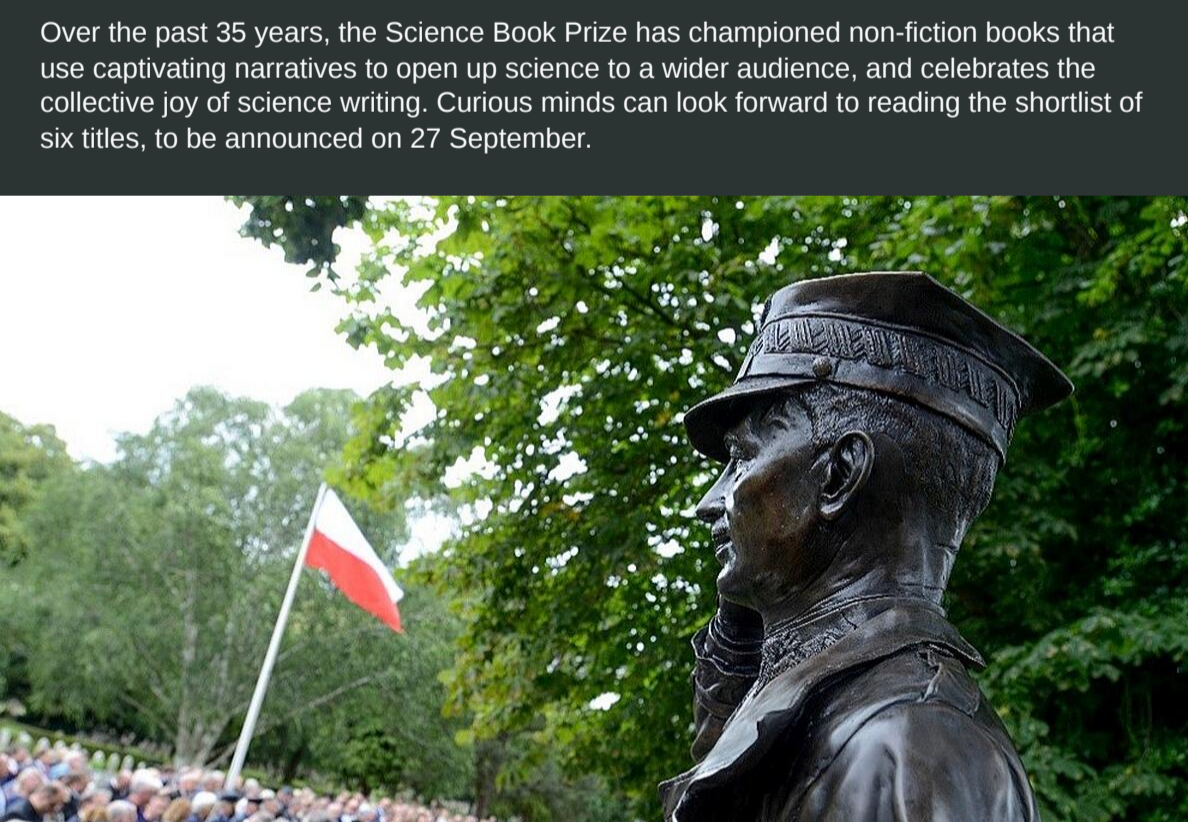


MEET THE ROYAL SOCIETY TRIVEDI SCIENCE BOOK PRIZE JUDGING PANEL

This month, we announced the five strong-hold panel of judges for the 2023 Royal Society Science Book Prize. This Prize, which celebrates the best popular science writing from across the globe, will be chaired by world-renowned University of Oxford Professor Alain Goriely. Goriely will be joined by a panel of representatives including: author Bonnie Garmus; Royal Society University Research Fellow Rebecca Henry; actor and author Paterson Joseph; and the Daily Telegraph's arts and entertainment editor, Anita Singh. The judges will reaffirm the need for engaging science writing, especially at a time full of rapid scientific innovation, that is increasingly shaping our culture.

Earlier this year, the prize announced its new supporter Trivedi Family Foundation, in a five-year partnership. The new partnership, running until the end of 2027, means this year's award will now be called the Royal Society Trivedi Science Book Prize.

Over the past 35 years, the Science Book Prize has championed non-fiction books that use captivating narratives to open up science to a wider audience, and celebrates the collective joy of science writing. Curious minds can look forward to reading the shortlist of six titles, to be announced on 27 September.



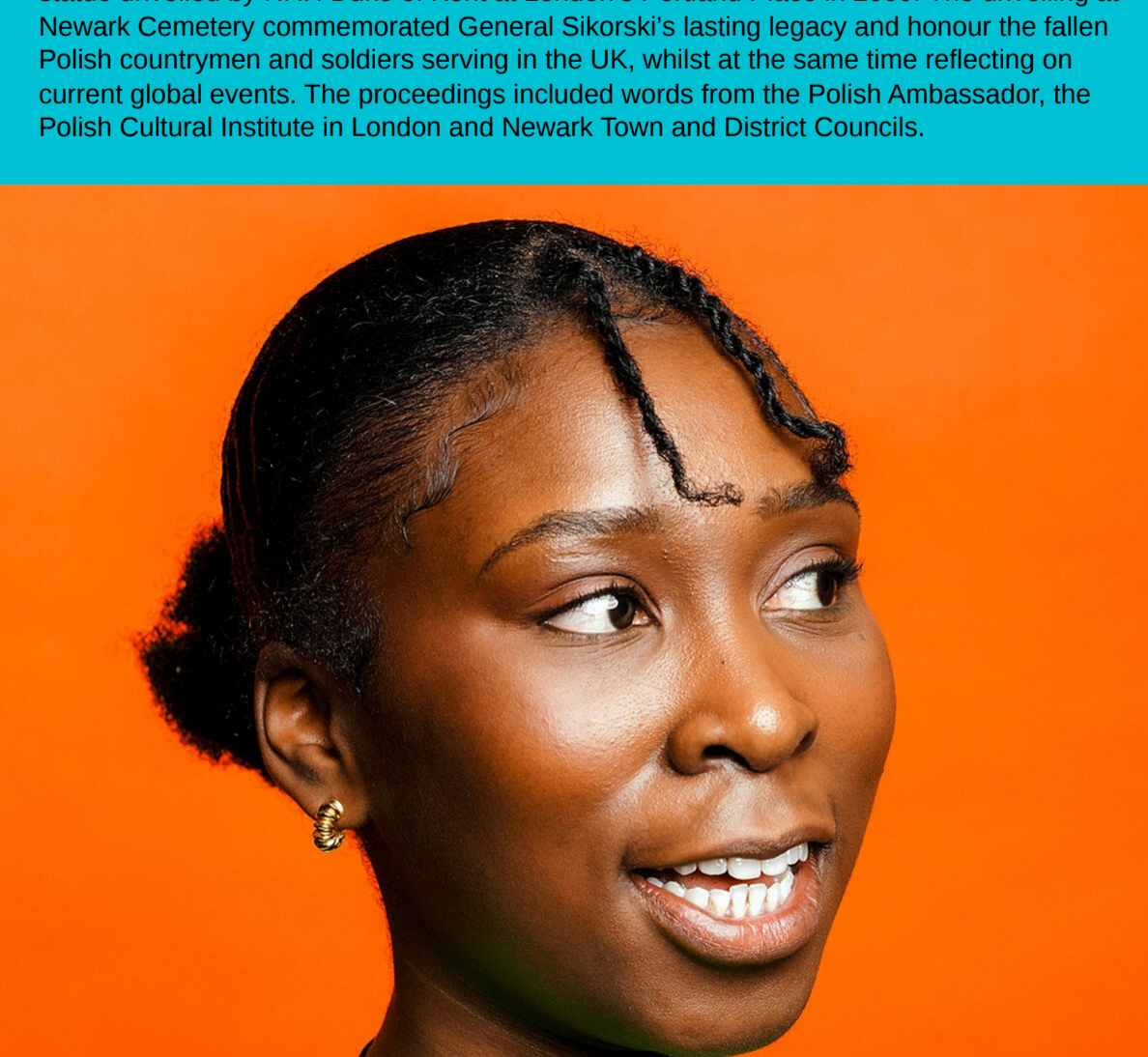
HONOURING A HERO

Earlier this month on 4 July, the Polish Cultural Institute in London in partnership with Newark Town Council and Newark and Sherwood District Council unveiled a new life-size bronze sculpture of Polish General Wladyslaw Sikorski created by illustrative sculptor Andrew Lilley in Newark Cemetery, Newark-on-Trent.

It commemorated the 80th anniversary of the General's death and the contribution of Poland to the Second World War and the country's long-standing relations with the UK. General Sikorski was a close friend of Churchill's and well-established as one of Britain's first allies, although he is not widely known in the UK.

The team secured coverage on the day before and following the launch with photos from the event. They also secured the attendance of the historian and filmmaker Mark Felton, who as a result, is now preparing a video featuring Sikorski, which will be broadcasted on his YouTube channel boasting 1.9 million subscribers.

The new sculpture is the second major monument of Sikorski in the UK, following the statue unveiled by HRH Duke of Kent at London's Portland Place in 2000. The unveiling at Newark Cemetery commemorated General Sikorski's lasting legacy and honour the fallen Polish courtymen and soldiers serving in the UK, whilst at the same time reflecting on current global events. The proceedings included words from the Polish Ambassador, the Polish Cultural Institute in London and Newark Town and District Councils.



CULTURE ACROSS FOUR – TITILOPE OGUNNAIKE

To introduce myself – I'm Titilope, a culture team alumni currently working across various creative brand development, behavioural change and awareness raising campaigns. Still rooted in the world of arts and culture, my focuses at Four are to help clients grow audiences through campaigns that spotlight identity and culture, something I have been doing with client Black Cultural Archives for the past year.

Our relationship started with *Black Futures Season 2022* which included a host of incredible events and exhibitions such as the inaugural *A Great Day in Brixton* and the *Transforming Legacies* exhibition. Last month, in honour of the Windrush 75 anniversary, Black Cultural Archives (BCA) launched a new exhibition called *Over A Barrel: Windrush Children, Tragedy and Triumph*. Co-curated by award-winning journalist Nadine White and Jasmine Tierney, this multi-media exhibition examines the often overlooked stories of the Windrush children and explores the tragedy, triumph and activist groups that were assembled as a result of their experience. The exhibition took advantage of BCA's incredible archive collection as well as personal community stories. I had the pleasure of working with them on this exhibition and securing coverage in the likes of *Associated Press*, *BBC Radio London* and *It's Nice That*. You can still see *Over A Barrel* at Black Cultural Archives in Brixton until **September 10th**.



TOGETHER WE MAKE A DIFFERENCE

